



June 20, 2001

Ms. Whitney Rick, Chief
Research and Promotion Staff
Cotton Program, Agricultural Marketing Service
USDA, Stop 0224
1400 Independence Avenue, SW
Room 2641-S South Building
Washington, DC 20250-0224

Ref: 66 FR 16440-16441 (March 26, 2001)
Docket Number: CN-01-002

Dear Ms. Rick

On behalf of Jockey International, Inc., I am writing to express strong support for a referendum to determine whether there remains sufficient support to continue the Amendments to the Cotton Research and Promotion Order.

Jockey is a manufacturer and importer of garments, including cotton wearing apparel. In addition, we also import cotton fabrics.

Each year, because of our imports of cotton garments and materials, we are required to pay thousands of dollars into the cotton promotion program. This fee has become a significant burden on our company at a time when we are forced to squeeze additional costs out of our operations.

Moreover, because our company also produces and imports garments using non-cotton fabrics, we believe this fee discriminates against a portion of our business. The cotton fee is used to fund a program that promotes the purchase of cotton apparel at the expense of apparel made from non-cotton fibers. As a result, we are forced to pay a fee that works at cross purposes with the operational and marketing strategy of our company.

We believe the fundamental unfairness and burden of this program justifies the limited expense that will be incurred in the conduct of this referendum, especially because we believe this referendum will show support for rescinding these amendments.

Sincerely,

JOCKEY INTERNATIONAL, INC.

Frank H. Schneider
Senior Vice President,
Chief Financial Officer

/btd

